



Press Release

January 10, 2024

Sjöassistans signs Agreement with Insurance Company If

Insurance company If signs a three-year agreement with Sjöassistans for boat assistance along all of Sweden's coasts and major lakes.

If is the leading insurance company in the Nordic region with 3.9 million customers. As part of its goal to achieve the industry's most satisfied customers, If has now entered into an agreement with Sjöassistans starting January 1, 2024, and for three years forward.

"If continues to improve its boat insurance for Sweden's boat owners. Being able to offer our insurance customers comprehensive and extensive protection that includes services when out at sea is a great security for our boat customers. Sjöassistans's attitude and work with a sustainable, a living coast and archipelago is also important to us," says Arvid Böhm from If.

"Our customers are located all around Sweden's coasts and major lakes, and when problems at sea arise, it is important for us that our policyholders receive the best possible experience and service. Therefore, this collaboration with Sjöassistans is important to us," continues Arvid.

"The fact that we receive this trust from If is a fantastic recognition for us and our large network of local assistance skippers. Our shared thoughts and ideas on how we together can develop Nordic boating life in everything from general boat experience to increased safety for all boat owners is a central part of our cooperation," says Jan Josephson, CEO of Sjöassistans.

The collaboration is also important for us in actively continuing to support a sustainable, a living coast and archipelago and the opportunity for an active professional life for the coastal residents, as well as our various environmental efforts, which include our annual release of sea trout.

We look forward to assisting all of If's boat customers and hope we all have a wonderful boating season in 2024.

The agreement between the companies is for 3 years starting January 1, 2024, and includes assistance, salvage, and damage management for all of If's customers with boat insurance.

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